



***Substitute Senate Bill No. 446***

***Special Act No. 18-23***

***AN ACT CONCERNING A STRATEGIC PLAN FOR THE  
BIOSCIENCE SECTOR IN CONNECTICUT.***

Be it enacted by the Senate and House of Representatives in General Assembly convened:

Section 1. (*Effective from passage*) (a) Connecticut Innovations, Incorporated shall develop (1) a short-term and long-term strategic plan to develop and grow the bioscience sector in Connecticut; and (2) a marketing and promotional strategy to complement such strategic plan. Connecticut Innovations, Incorporated shall develop such plan and marketing strategy in collaboration with the Department of Economic and Community Development, the chairpersons and ranking members of the joint standing committees of the General Assembly having cognizance of matters relating to commerce and public health and bioscience industry stakeholders, including, but not limited to, institutions of higher education, bioscience businesses located within and outside the state, industry associations, a biostrategist and the Connecticut Health Data Collaborative established under section 2-124a of the general statutes.

(b) In developing such strategic plan, Connecticut Innovations, Incorporated shall (1) evaluate the state's current assets, strengths and weaknesses as they relate to the bioscience sector; and (2) consider the findings of the report on bioscience metrics completed pursuant to

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special act 17-2 and the report on the state's bioscience education pipeline completed pursuant to special act 17-20.

(c) Such marketing and promotional strategy shall include, but need not be limited to, the following items: (1) An Internet web site designed to attract researchers, entrepreneurs, venture capitalists, research institutions, health systems, health data companies and other bioscience-related entities to the state by advertising the strengths of the state to such persons, providing links to resources in the state for such persons, and including links to such persons and institutions of higher education located in the state; (2) a social media plan; (3) metrics for evaluating the success of the state's marketing and promotional efforts; and (4) an estimated cost of and potential funding sources for the implementation of such strategy, including, but not limited to, the possibility of private funding and in-kind donations.

(d) Not later than January 1, 2019, Connecticut Innovations, Incorporated shall submit a report including such strategic plan and a description of such marketing strategy to the joint standing committees of the General Assembly having cognizance of matters relating to commerce and public health, the Connecticut Health Data Collaborative and the Commission on Economic Competitiveness, in accordance with the provisions of section 11-4a of the general statutes.

Approved June 13, 2018